Speaker 1  
What's up? Not a good day for Google Meet.

Speaker 2  
Nope.

Speaker 1  
It's a server. It's crashing.

Speaker 2  
It sounds like it. Okay, so, I mean, Walter joins share the skepticism.

Speaker 1  
Oh.

Speaker 2  
I mean, but it's like the same things we're skeptical of.

Speaker 1  
He's always going to be skeptical. He's always going to be trying to punch holes.

Speaker 2  
I mean, he'll be skeptical of like once it's a billion dollar AR company, he'll be like, cool. But what about.

Speaker 1  
Yeah, exactly. But it's good. He's actively trying to be skeptical.

Speaker 2  
Yeah. No, and I think he does it out of love.

Speaker 1  
He's also the type of guy that's.

Speaker 3  
He's.

Speaker 1  
No way. He's not gonna be skeptical for something we're so green on, you know, of course.

Speaker 2  
As you should. Yeah, I mean, I think.

Speaker 1  
But I think it was good. I think he enjoyed it, which is.

Speaker 2  
Yeah, I think he does it out of love. Like. Like, seriously, I think it does it out of love.

Speaker 1  
Yeah. The way I'm envisioning a man for the deck is like, we go deep into the differentiation from the pure service play to not confuse people because we're going to lose a lot of credibility for saying that we want to build two businesses. So we go deep into the differentiation as a service play and then we do a last slide how we did for the last presentation, which is like, listen, guys, we're laser focused on like the major pain point, which is like this initial service. But we see a clear way for data gathering from the beginning and building a product stack around that. And then we go into the.

Speaker 2  
Yeah, I was thinking about this. Like, maybe what we do is like, we don't say that we, like, we go like, okay, guys, like. But let's like. Because I'm just gonna confuse people when I'm thinking like, look, guys, there's two ways to differentiate here. Essentially, maybe three go to market. Right? Like, can we get a. Can we like build pipelines? Better, faster, cheaper, right? That's one way that one's gonna so.

Speaker 1  
Hey, Mary.

Speaker 3  
Hi.

Speaker 1  
How are you?

Speaker 2  
How's it going?

Speaker 3  
Good, how are you doing?

Speaker 1  
Well, sorry for the trouble there with Google. Meet. The server is not working today.

Speaker 2  
Yeah, yeah, we've been having issues all morning. I don't know why.

Speaker 1  
Sure. Take your time.

Speaker 3  
Okay. It says Kyle Gridley.

Speaker 1  
Yeah, I noticed that.

Speaker 3  
Yeah, yeah, I'm using my husband's.

Speaker 1  
Okay.

Speaker 2  
You didn't change names this morning. No.

Speaker 3  
Okay, whatever.

Speaker 1  
No worries. No worries.

Speaker 2  
It's fine.

Speaker 1  
Okay. Nice to meet you. I'm Gabe.

Speaker 3  
Nice to meet you.

Speaker 1  
Mary. Thank you so much for your time. I'm happy to do, you know, some brief intros here and get you caught up to speed as to like what we're doing.

Speaker 2  
So just quickly, do you mind if we record it just so we can pay attention and like lose it for taking notes?

Speaker 3  
Yeah, sure.

Speaker 1  
I got it already on Fireflies. Amelia. No worries. So I'm Gabe. Mary. I'm originally from Brazil. Met Emilio in our MBA at mit. We graduated recently this year, so a year after your brother. And we are right now as part of a like a startup incubator program that MIT has during the summer. So our plan A is to become entrepreneurs. So we're still in the ideation phase. We're researching, you know, opportunities and that's what brings us to speak to you today. We're currently exploring a thesis for business and labor outsourcing for interior design and architecture firms and all the ecosystem that you work around. Right. So that's a little bit about like me. I don't know, Emilio, if you want to give a bit brief intro on yourself, but that's a little bit about me and like what we're trying to do here.

Speaker 2  
Sure, yeah. So similar to Gabe, I also just graduated from mba, was born and raised in Mexico, but I've lived in the US for like 13 years now, which is crazy to think. But yeah, similarly for me, my plan A is to be an entrepreneur. Plan B is to continue being a recovering strategy person.

Speaker 3  
All right, so about me. So I'm Mariam, I'm originally from Georgia country and I've been living for 11 years in New York City and I studied architecture and got in the firm while I was interned. And it's been four years, one year as an intern and then three years I've been working as a full time and I'm a tech 3. So I don't know if you saw CTA Architects, but the firm does restoration. We don't really do much interior, like a little bit, but we do restorations of landmark buildings and residentials in New York City. But I'm a technician three at CTE Architects and we have three partners, we have about seven project managers and our team is, we are five technicians and we have one project manager.

Speaker 1  
So it's less than like 20 people in the firm.

Speaker 3  
No, we are, we're about 60.

Speaker 2  
That's a lot. And so can you tell me a.

Speaker 3  
Bit like medium sized firm?

Speaker 1  
Yeah, yeah.

Speaker 2  
Can you tell me a bit more about like the daily responsibilities of a technician Versus project manager.

Speaker 3  
Yeah, so technician. I just became Technician three. I was Technician two. It's like every year you get promoted. Not every year, but, like, after five years, I'll be senior tech. Not after five years, sorry. In two years, I'll be senior tech. If I stayed in that firm. Project manager. My manager's been there for 12 years. So you become project manager. You have to have at least eight years of experience. And my project manager, he's involved in every project our team has, and he's responsible. He approves some stuff that we cannot approve or make decisions on to decide. But mostly in my projects, I have, like, about 12 to 14 projects, and I'm the one who does field observations. I'm doing drawings. I'm coordinating with contractors, agents. But as of like, once I do drawings, I have to review my project manager.

Speaker 3  
Then he reviews with the partner, and then my partner approves and PM gets back to me. And then we send the drawings to DOB for filing. And it's like, all right, if there is a landmark involved, Landmark preservation, they have to. If the building is landmark, then they have to review every single material. Drawings that it like. And it's like whole chain. But, like, we do. We don't really do much interior. We have, like, different type of projects. Some are fun, some are not fun.

Speaker 1  
For example, could you give us the example of some projects, Mary, just so we understand better?

Speaker 3  
Sure. For example, 395 Broadway is a landmark building in SoHo Tribeca District in the city. So we. What we did was facade repair, and we also did cornice and then roof recovery. But this is landmark building. So everything you do, it's a material. For example, limestone, the color you have to send to Landmark, and Landmark has to approve, and they have to make sure it matches perfectly to the building or in a building.

Speaker 1  
Yeah, it's like, super regulated. Yeah, I get it.

Speaker 3  
Everything, even materials. Like, we have all specs. Every single material has to be qualified. And.

Speaker 1  
Yeah, no, that makes sense. And is it up? So you guys don't do anything in the interior of the building whatsoever? It's only outside. Exterior.

Speaker 3  
Not really. We do have SCA project, which is full of projects, and I don't really have that kind of project. But they do interior. But.

Speaker 1  
Yeah, but got you. Got you.

Speaker 3  
And like, school has their own rules and you have to follow, like, color, everything.

Speaker 1  
Of course. Of course. And Mary, is there anything that your firm, like, currently outsources?

Speaker 3  
Can you explain more?

Speaker 1  
Yeah, like, outsources is like, do you hire anyone outside of your firm? To do anything.

Speaker 2  
Yeah, it was a coordinate role.

Speaker 3  
Yeah, we. We do. But like, in what? Like for example, we have consultants.

Speaker 1  
Okay, but you mean like everything? I mean everything.

Speaker 3  
3D and rendering.

Speaker 1  
Everything. Yeah, everything.

Speaker 3  
Yeah, we do have like consultants. We have engineers, we have people building who helps with filing.

Speaker 1  
Wait, sorry. Sorry, Mary.

Speaker 3  
So our. My firm does a. I think they just started one guy that we used to send our memory in China.

Speaker 1  
China.

Speaker 3  
Like drawings. And they would build 3D models and do renderings for us. And it was like super quick. They would send in like few days.

Speaker 1  
Yeah, yeah.

Speaker 3  
But we don't.

Speaker 2  
And was that good experience?

Speaker 3  
Yeah, yeah. My partners loved it. For example, I had one of them. It was like residential building. And were. And I just had very simple floor plan drawings. And you send it and they send in two days from China, like 3D model. And then everything material was applied and like.

Speaker 1  
Yeah, okay, got it. So you said 3D rendering. What else did you say that you guys do outsourcing for?

Speaker 3  
We have consultants, like municipal building, who helps us with filing, like dob. So we ask them to help us with the documents. Like what documents we need to upload. And they do everything for us in the system. We just give information and they do all the filings for approval to approve the drawings so we can proceed with the construction.

Speaker 1  
Got it.

Speaker 3  
We have some environmental. They do asbestos testing in the buildings. They do it for us. They go. They inspect. We have engineers during the construction. They have to inspect every single material. Conditions, like how construction is going. And we receive reports from them that everything is good.

Speaker 1  
Got it.

Speaker 3  
Drafting, everything is in house.

Speaker 1  
Have you ever thought about. Sorry, go ahead.

Speaker 3  
Yeah, no, go ahead.

Speaker 1  
Have you ever thought about like doing the drafting outsourced?

Speaker 3  
Yeah. For example, like old drawings that we get are like very hard to read sometimes. But. But it's also very time consuming. For example, I get this original hand drawn like drawings and I have to sit and draft and it takes a lot of time. Like old drawings from like 1900s.

Speaker 1  
Yeah. Because these are landmark buildings.

Speaker 2  
Used to do remodeling. Old structures, right?

Speaker 1  
Yes, it's the landmark buildings.

Speaker 3  
Yeah, we do a lot of details. Like my farm is more like. We don't really do a lot of design, but we are doing a lot of.

Speaker 1  
Yeah.

Speaker 3  
And we do have like standard detail shoes. But still every building has different.

Speaker 2  
So what's the difference between design and details?

Speaker 3  
Design is more. That's what you asked. Like, what's different between. Like, design is more like shape. You decide whatever design you want.

Speaker 2  
To.

Speaker 3  
But we just like, taking this existing building and restore.

Speaker 1  
Yeah. You're not. You're not redesigning the structure of anything. Right. Or like, the design. Interior designer. You're just, like, reconditioning a building for it to look more similar to what it was before.

Speaker 3  
Adaptive reuse projects. And then there was one that my boss. This is the sustainable house, the zero energy. We have very few of them. That kind of project mostly.

Speaker 1  
Yeah. And you mentioned, Mary, like, I asked you. I think we might have interrupted you there, but I asked you if you consider doing like, the drafting outside outsourced.

Speaker 3  
Yeah, I think that would be. Save a lot of time too. Like the one I said, like, originally we have this origin.

Speaker 1  
Yeah.

Speaker 3  
Draft which will be like, we will be using those drugs. But, like, this drafting takes a lot of time.

Speaker 1  
Yeah. And why, like, you haven't. Why haven't you looked into that yet? Like, why haven't you tried? Like, have you brought it up with the partners? Like, no. Okay.

Speaker 3  
No, I do not.

Speaker 1  
Okay. Has anyone, like, of your peers ever talked about that or, like, how that would be good?

Speaker 3  
Yeah, in my team, yes, we discussed that it would be good if there was something, some kind of technology, like you just scan these plain drawings or whatever locations and like, drafts for you. Yeah, whatever's there.

Speaker 1  
What if. What if. Not a technology, Mary, but there was just a service. Like, what. What if you had someone in, like, Jordan or in Brazil, wherever that could like, do that initial process for you and do it well. Like, get that. Those original drawings and put them into. Into what you need now and then you can take it from there. Like, would that be helpful or interesting? Or you think that wouldn't work.

Speaker 3  
Well, like, how expensive will be probably for partners to think? Like.

Speaker 2  
What do you think the maximum would be.

Speaker 3  
Like to ask somebody to draft?

Speaker 2  
Yeah. Something of, like, small, medium and high, like, complexity.

Speaker 3  
Yeah, like to drop something like that. Maybe minimum would be like $15 per hour and then go to like 20 to 30.

Speaker 1  
Okay. Is that like entry level architect, like, work, basically, that you're getting that from?

Speaker 3  
Yes.

Speaker 1  
Okay. Is that. Is that what they pay?

Speaker 3  
Like, nothing, Like.

Speaker 1  
Yeah, just the drafting. Yeah.

Speaker 3  
Detailing and more complex stuff, and it's.

Speaker 1  
Yeah. Probably more expensive and like, 15 per hour. Mary, is that like, what an intern makes or is that what like an entry level, like, architect makes?

Speaker 3  
Maybe a little higher. Like, as an intern, like, now Everybody gets, like, 20? Probably.

Speaker 1  
Yeah, start from 20. Okay.

Speaker 3  
But. But I also, like, if somebody's working from home, for example, it could be. Yeah, it could be like 15.

Speaker 1  
Got it, got it. Cool. Perfect. Mary, that's all super helpful. Really appreciate your time. Just wanted to ask before we wrap up, as we're like doing this research, it's super helpful to talk to as many people as we can. Do you have any like other peers interior design or in small to medium sized architecture firms or like woodmill, people that work in Moat Mills or like GCS that you could like introduce us to just to have a conversation?

Speaker 3  
Yeah, I do have. I can send you my friend. We studied together. Yeah, Oliver. He would be very helpful too. I think he does more like design stuff.

Speaker 1  
Okay, great. That'd be amazing. I'll shoot you a text.

Speaker 3  
I'm gonna ask him and then.

Speaker 1  
Sounds good.

Speaker 3  
Contact. Yeah, I have few people I can share with you.

Speaker 1  
Amazing. Thank you so much, Mary. That, that helps like a ton.

Speaker 3  
Sorry we don't do a lot of interior.

Speaker 1  
No, it's all good. It's helpful to know like, you know, what a good fit for you would be and what it would take.

Speaker 2  
Curious, like. And the answer, I have a feeling is like, little. But like, to what degree do you work together with interior designers? And if you do, how does that process work?

Speaker 3  
Like, can you.

Speaker 1  
Like, do you work with interior designers at all, Mary? Or like since your projects don't touch interior, you don't need to work with any other firm?

Speaker 3  
Like we don't touch, but like.

Speaker 1  
We.

Speaker 3  
Don'T, we don't have like the projects that he has. Interior design, it's mostly facade.

Speaker 1  
Right, got it. Cool. Great. Well, thank you so much again, Mary. We'll, we'll be in touch. Have a good day. Bye. Thanks.

Speaker 2  
It.

Speaker 3  
Man.